

Project Introduction

Downtown Scottsdale has been the focus of much discussion, study and debate over the last several years regarding the apparent decline of its business and retail core. As a means to infuse the area with new life and secure the long term sustainability of the area, the City, business owners and citizens have expended significant time and energy to the subject of revitalizing Downtown. As a result, several important new projects, both public and private, around the perimeter of Downtown are currently underway, but Downtown Scottsdale still needs to embrace a broader range of uses to secure its future. The W Scottsdale Hotel and Residences has the potential to be a very important cornerstone in the future of Downtown Scottsdale.

The project site, which is approximately two (2) acres located on the south side of Camelback Road between Brown Avenue and Buckboard Trail, must be rezoned from C-2, C-3, P-2 and P-3 DO to Downtown Office/Residential Type 2 Planned Block Development Downtown Overlay (D O/R Type 2 PBD DO) with Amended Development Standards. An Abandonment of an existing alley on site is also part of this application.

The W Hotel

Starwood Hotels and Resorts (parent company of W Hotels) in collaboration with Triyar Hospitality Scottsdale L.L.C. is proposing to bring the W Scottsdale Hotel and Residences into the heart of what has become known as Scottsdale's Entertainment District. The W concept for Scottsdale includes a traditional hotel component, a spa, specialty retail combined with a full service whole ownership condominium element. Scottsdale is one of a few select cities that have been chosen for development of the new W Hotel and Residence concept. Dallas, Texas, South Beach, Florida and Ft. Lauderdale, Florida also have similar projects under development. Additionally, the W San Diego has recently been completed in the downtown Gaslamp entertainment district. This property has been extremely successful and has many parallels to the Scottsdale location.

W Hotels are known for their world-class design and energetic ambiance. The W Hotel experience is unique within the travel industry and the W is viewed as a destination address. The W Scottsdale is anticipated to be an anchor for Downtown Scottsdale's Entertainment District and will serve as a catalyst in the ongoing revitalization of the Downtown area. Scottsdale has a growing population of young professionals, an important component of the "knowledge workers," who are an vital element in spurring the local economy and contribute greatly to economic development. As a proven attraction for this demographic segment, the W Scottsdale will become a destination. Similar W projects in Dallas, Texas and Ft. Lauderdale and South Beach, Florida are being viewed by those cities as centerpieces in the revitalization and development of the areas in which they are located.

The W Hotel is a component of Starwood Hotels and Resorts Worldwide Inc. Starwood is one of the leading hotel and leisure companies in the world with more than 750 properties in more than 80 countries. With internationally renowned brands, Starwood is a fully integrated owner, operator and franchisor of hotels and resorts including St. Regis, The Luxury Collection, Sheraton and Westin.

Triyar Hospitality Scottsdale, L.L.C., is a local development company with an extensive resume of retail and residential projects in Arizona, Texas and California. Local development projects include:

Renaissance Specialty Retail Center. Located at the NEC of Scottsdale and Camelback Roads in the heart of downtown Scottsdale, this 40,000 square foot retail center was completed in 2002.

24th Street and Baseline Retail Center & Residential Development. Located at the southeast and southwest corners of 24th Street and Baseline Roads in Phoenix, this 70 acre mixed-use development includes 25 acres of regional commercial and 47 acres of residential development.

Copper Falls, a master planned residential community in Buckeye. Located at the NWC of Southern and Miller Roads, this two-phased, 280 acre community includes six distinctive residential neighborhoods, two commercial centers and an office / medical park.

Existing Site Conditions

The project site is comprised an approximately two (2) acre city block, currently vacant and zoned C-2, C-3, P-2 and P-3 DO. The site is located on the south side of Camelback Road between Buckboard Trail and Brown Avenue. The site is located within the Downtown Overlay district.

Importantly, this site is located in the heart of Downtown Scottsdale's emerging Entertainment District with frontage on Camelback Road. The immediate area has a strong nightlife component that coexists with daytime office uses to create a very vibrant setting for the hotel. Tremendous opportunities for shopping exist as the site is close to the gallery district and Scottsdale Fashion Square. There are a number of restaurants in the immediate area as well as civic destinations such as the Scottsdale Municipal Stadium, Scottsdale Center for the Arts and Scottsdale Museum of Modern Art. The currently under construction Scottsdale Waterfront project will also create additional draw for Downtown Scottsdale.

Rezoning Request and Detailed Project Description

Downtown Scottsdale is currently experiencing a revival with public and private investment exceeding \$559 million and the development of several important projects including the Scottsdale Waterfront mixed-use development, Hotel Valley Ho renovation and The James Hotel. Several other residential, retail and office projects are currently undergoing review by the City that will further enliven Downtown if approved. The W Scottsdale will be a very important component in the continuing successful effort to revitalize Downtown Scottsdale. The W Scottsdale Hotel + Residences proposal has the potential to create a very synergistic relationship with other existing uses in the area. The hotel and its guests are a natural compliment to the high energy entertainment uses located in this area of Downtown Scottsdale. The hotel may also be able to establish a very beneficial relationship with the Galleria office building and other office facilities in the area by providing an amenity rich, convenient destination for business travelers.

Specifically, the W Scottsdale proposal is a mixed-use hotel, spa and residential property. This seven (7) story (not to exceed 72 feet in height pursuant to the City of Scottsdale Zoning Ordinance) 225 room high-end hotel will also include 25 private residences, a signature restaurant, ballroom and several private meeting rooms as well as street front specialty retail space. Primary parking for the project will be provided by an on-site underground parking garage.

The building itself, as a Scottsdale style "urban" hotel, is intended to address both the neighborhood and specific block on which it sits. The project's north facing Camelback frontage is recognized as giving identity on a greater scale, while its other frontages provide significant place-making and pedestrian opportunities for Scottsdale's downtown on a smaller, neighborhood scale.

The project's massing and position on the site are governed substantially by the hotel guestroom program and the Zoning Ordinance height limitation. The hotel and residences have distinct wings that spread along the Brown Avenue and Buckboard Trail street fronts and is situated above a lower podium element housing the hotel's public and retail areas. The guestroom and residential floors are a narrow 49 feet in width, in a double loaded configuration with over 50 rooms per floor, providing guests and residents with expansive views wherever possible. Below these, the hotel's public function faces out to the neighborhood in an urban relationship, creating a street edge along most of the site. On site parking will be below grade, accessed directly from the hotel entry for convenient valet service for guests.

Active public functions in the building will be directly accessible from the street, with the signature restaurant anchoring the important corner of Camelback Road and Brown Avenue, allowing visitors to experience the building and the vibrancy of the hotel approaching from the west. The project's "front door" will be a porte cochere entry facing Camelback Road, with a deceleration lane on site to bring cars safely inside. The Camelback frontage includes a one story pool, spa and fitness deck above the entry, keeping the higher mass of the building set back significantly from the property line.

Along Buckboard Trail, a series of one story stone clad storefront openings on a widened sidewalk (approximately 15 feet) include additional streetscape functions, as well as another public entry for the hotel. The hotel's namesake "W" boutique, along with other retail lease spaces will share the Buckboard Trail façade with a small residential entry and garden, and a storefront entry for the spa. At the corner of Buckboard Trail and Shoeman Lane, there will be a shaded outdoor function terrace. This arrangement is intended to bring activity and a pedestrian friendly scale to the Buckboard Trail side, and create an interactive dialogue with the Entertainment District concept for the neighborhood as a whole. A series of protruding canopies will provide both shade and reduced scale at the sidewalk, with street trees to compliment those found on the west side of the street.

Along the project's Shoeman Lane and Brown Avenue frontages, the single story podium houses a ballroom and meeting area, and back of house hotel functions such as employee areas, administration and kitchen, with the guestroom and residential tower set back from the street above the podium level. The materials envisioned for these pedestrian level areas include stone and clear glazing at the retail storefronts, with significant landscaping at the entry and in planters at key points around the building.

Within the hotel, the center of activity will be the signature "living room" lobby area, for which W hotels are well known. The living room features lounge and seating areas, a bar, and is flanked by both the restaurant and hotel front desk functions. The ballroom and meeting areas are accessed through a gallery space, which also brings guests to the hotel room elevators. A grand stair will draw guests up from the living room to the pool deck above. The pool deck program includes an indoor/outdoor meeting area, fitness and spa facilities, and dining and bar areas. The pool itself will be flanked by extensive lounge areas and pool cabanas, positioned to the to capture winter sun and views of Camelback Mountain. Closer to the tower, a more secluded series of suites with private terraces and outdoor spa area have direct access to the pool.

The hotel guestrooms will continue from level two up through level portions of level six, oriented both towards the pool deck below and outward to views of the mountains and Downtown Scottsdale. Guests will arrive via a bank of high-speed elevators located on the Buckboard Trail side of the hotel, and circulate via corridor to rooms. Larger hotel suites are positioned at the northeast and northwest corners facing Camelback Road and the mountains to afford increased views and plan flexibility. Rooms in these locations will focus around sliding glass walls that open towards Camelback Road, adding depth to the façade and bringing vibrant hotel activity out into areas visible from the street. The materials for the guestroom exterior will include high performance glazing in aluminum framing, set against a warm toned background material to compliment the stone below.

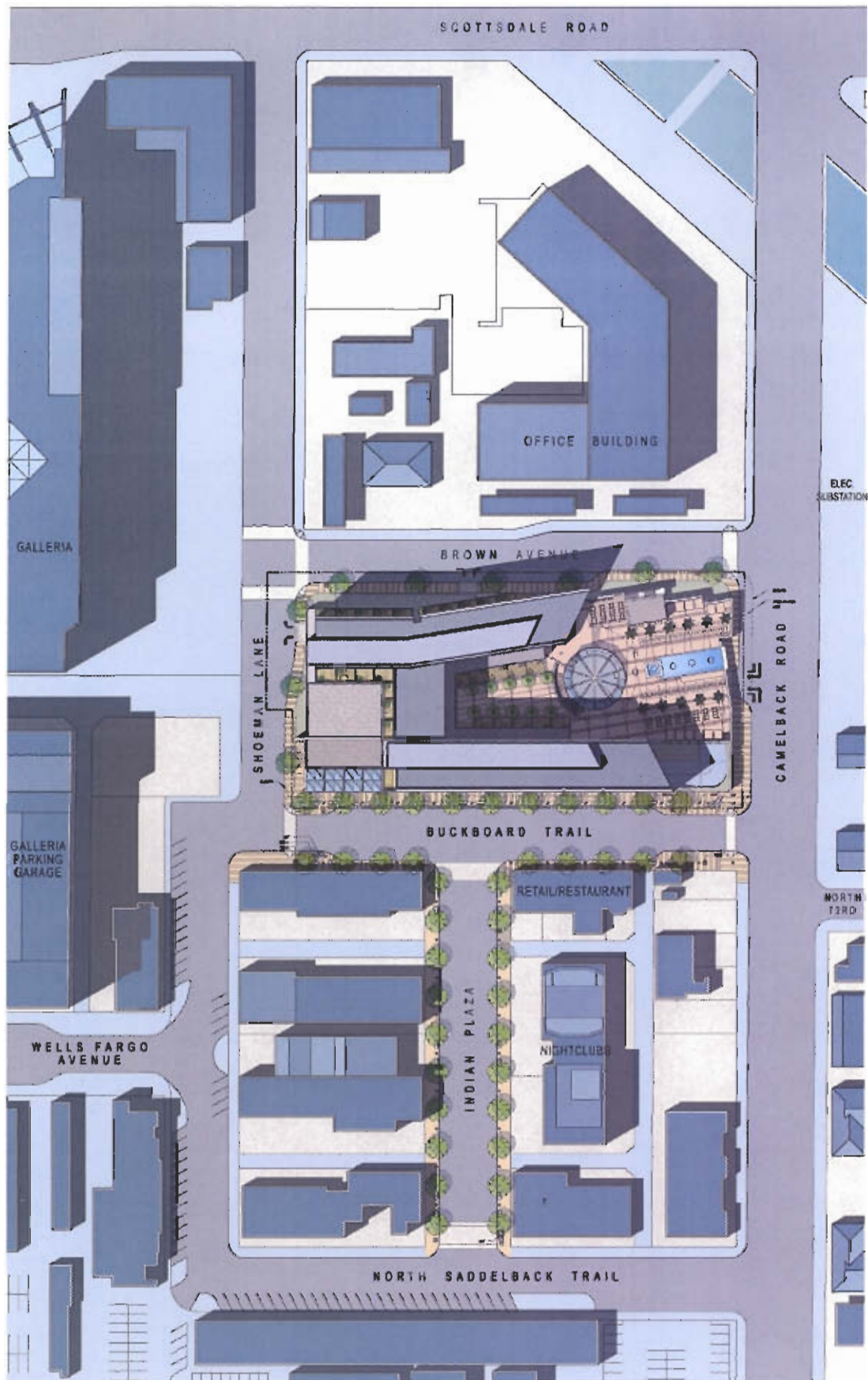
Private residences will begin on level six, with level seven being dedicated entirely to residential. These levels have exclusive elevator service, allowing direct access from dedicated parking stalls up to a private pedestrian entry and hotel public areas, including the pool deck. While the exterior of the residences will closely resemble the hotel areas, additional balconies will punctuate the façade at key points. Set back from the façade at the top of the building, a penthouse will occupy a portion of the roof to house common mechanical equipment and elevator machinery.

Amended Development Standards

The following is a description of the proposed Amended Development Standards for the W Scottsdale:

Ordinance Section	Type of Standard	Proposed Development Standard
5.3060.I and 5.3090	Floor Area Ratio	1.8 FAR to include: <ul style="list-style-type: none"> .8 ordinance allowed FAR .3 underground parking bonus .1 PBD bonus .4 Residential/Hotel bonus .2 Special Incentive bonus
5.3061.H	Minimum Front Building Setback	Camelback Rd. - average 10 feet Shoeman Lane - average 10 feet Buckboard Trail - average 10 feet Brown Avenue - average 10 feet
	Parking	TBD pending results of a parking analysis
5.3061.D	Building Size Maximum	Brown Avenue – 400 feet below 38 feet Buckboard Trail – 400 feet below 38 feet Brown Avenue – 257 feet above 38 feet Buckboard Trail – 264 feet above 38 feet Front and Side – 586 feet
5.3060 III 5.b 5.3061.F.1	Large Walls – Horizontal Dimension	Buckboard Trail – 264 feet Brown Avenue - 257
5.3060 III 5.a 5.3061.F.2	Large Walls – Vertical Dimension	Waive requirement for limits of the "vertical dimension" of large walls.
5.3060 III.6	Building Envelope	Waive the required building envelope requirements for all locations on the site where the encroachments beyond the building stepback plane occur.
5.3060 III.7	Encroachments Beyond Stepback Plane	Allow the vertical encroachment to exceed 15 feet on a maximum of 100% of the length of the building on all street frontages.
5.3060 III.8	Building Lines	Waive the requirement that a minimum of 25% of width of projected street elevation must be at least 10 feet behind front building setback on all street frontages.

**** discussion and justification of specific amended development standards to be submitted at a later date***

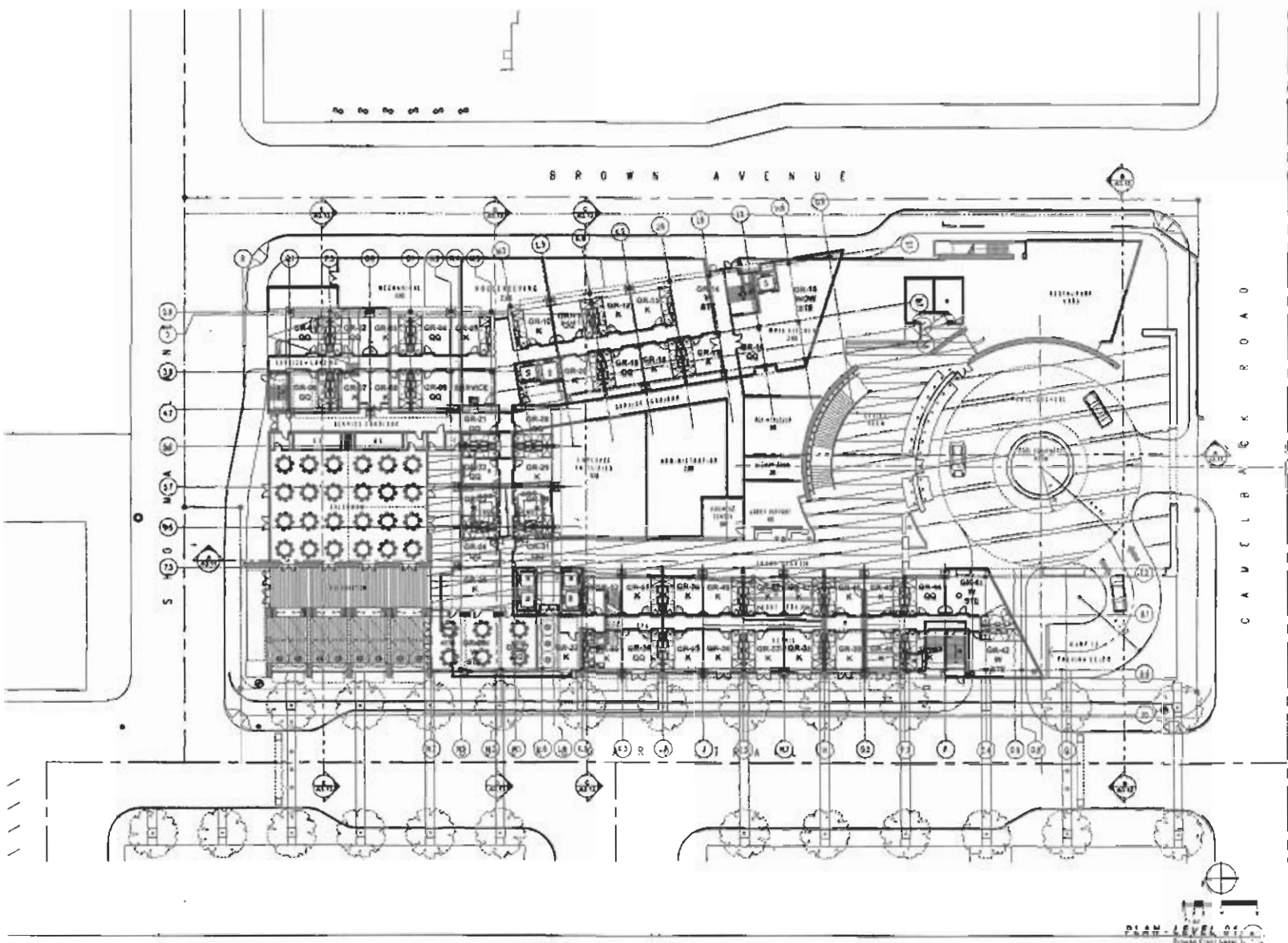


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SITE PLAN 1" = 30'-0"



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